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www.amplifypublishinggroup.com

*Do It! Selling: 77 Instant-Action Ideas to Land Better Clients,
Bigger Deals, and Higher Fees*

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DO IT! SELLING

77 INSTANT-ACTION
IDEAS TO LAND
BETTER CLIENTS,
BIGGER DEALS,
AND **HIGHER** FEES



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P

Prologue

PROLOGUE

NO

There, we got that out of the way.

Everything you're expecting from another same-o, lame-o sales book you can throw out the window right now.

No tired cliches.

No empty promises.

No "sales 101" basic blocking and tackling.

There are over 70,000 sales books currently in print, so trust me: you can find all that crap elsewhere in abundance.

Unlike those 70,000 sales books, I wrote this book for a very special person:

YOU

- The solo expert
- The consultant
- The executive coach
- The corporate trainer
- The professional speaker
- The online course creator
- The mastermind facilitator
- The trusted advisor
- The sage
- **The thought-leading professional services seller**

You're a smart expert with something to say and something to sell.

If that's NOT you, then you have 2 choices:

1. Put this book down right now (oh, wait, there are still physical books?!)
2. Read on and see what professional services sellers need to know and DO, whether you're a company of one or one thousand

Your first step in moving from **information** (this book) to **implementation** (your results) is to grab all the free training, templates, resources, and companion tools waiting for you at www.doitmarketing.com/selling

DON'T

If you're still here, then chances are good that you...

- Don't have a sales manager
- Don't have a sales territory
- Don't have sales quotas
- Don't have a sales department
- Don't have sales meetings

And most importantly, as you decide if the “juice is worth the squeeze” for you to keep reading this book right now...

**You.
Don't.
Like.
Sales.**

SALES CAN FEEL LIKE A MYSTERY

It sure did to me back when I started my business in 2002.

Perhaps you feel the same way.

And perhaps you have the same beliefs I did, such as:

- “I'd rather get a root canal than spend another minute selling, pitching, and peddling my stuff”
- “Cold calling and being a desperate spammer? No thanks!”
- “Old school high-pressure sales tactics don't work for me”
- “Sales seem so random to me. Sometimes it just happens, sometimes it doesn't”
- “There must be a more systematic way to market and sell”

Back when I left my corporate job and started out as a solo consultant and trainer, I thought my #1 job was consulting and training (Yay!)

Turns out, I was wrong: my #1 job was SELLING that consulting and training (Boo!!)

I was terrible at prospecting.

I couldn't close a door, much less a sale.

I didn't seek help, because I thought I could figure it out on my own (Wrong!)

This caused me to waste 3+ years in needless struggle and financial instability.

Sales success is not a mystery.

It's just a series of simple decisions, and the action steps to implement those decisions, that will help you regain the **clarity, confidence, and control** you need to reach higher levels of success.

LOUD AND PROUD

Let's get this out of the way right now:

You ARE a salesperson.

As soon as you embrace that fact, your sales results will start to improve.

It's your role, it's your job, and it is the sole source of your professional money-making capability.

Wear that label proudly and make it part of your identity.

The longer you reject it, deny it, and avoid it...

The less money you'll make, the less impact you'll have, and the less value you'll deliver.

Listen, I agree with you...

Yes, you ARE a professional services expert.

Yes, you ARE the founder and CEO of your company.

Yes, you ARE a trusted advisor and mentor and coach.

AND...

Yes, you ARE a salesperson.

Throughout the rest of this book, when I use the words **salesperson** or **salespeople**, I am talking about YOU.

SALES IS (NOT) HARD

Let's face it: it's easy to get discouraged in sales.

Rejection is part of the game.

But I have great news:

Sales success is (slightly) harder than it looks, but it's a heck of a lot easier than YOU'VE been making it!

Too many professional services sellers overcomplicate, overthink, overanalyze, and overparalyze themselves before they even start.

Where does that come from? It comes from fear, hesitation, doubt, and a whole bunch of negative self-talk around sales and selling.

Where does the negative self-talk come from? It comes from your past experiences with bad sales training, bad sales process, or bad sales prospects.

Time to let all that go.

Nice deep breath please...there it is. Good job!

Don't be too quick to throw in the towel because you lost a sale or two, because you hit a brick wall, or because you let an opportunity slip through your fingers due to lack of persistence.

Otherwise, the negative momentum starts to build, you start EXPECTING rejection, you start PERCEIVING rejection that isn't even there.

Soon you're not answering your emails and voicemails ("Why bother? They're not going to hire me anyway."), you stop engaging on social media, and you're letting thousands of dollars disappear into your self-induced fog of discouragement.

Because you're reading this book, we're not going to let that happen to you.

In the upcoming 77 chapters, you'll find everything you need to achieve lasting sales success, even if selling has been the bane of your existence for your entire professional career.

Get ready to embrace your role as salesperson-in-chief of your business.

THE VORTEX OF CRAZY

When it comes to sales and selling strategies, it's no wonder you might feel dazed and confused.

You're caught up in the vortex of conflicting sales advice.

When you tune into webinars, go to conferences, watch YouTube videos, read sales books, or even just check your email inbox, you'll immediately see what I'm talking about.

YOU HAVE TO BE ON TWITTER! Social selling, baby! No tweets = no sales!

WAIT, SALES IS ALL ABOUT COLD CALLING! 100 cold calls a day, yep, that's the ticket. That's how I built my business and that's how you will build yours. And here's all the cold calling scripts you need for the low, low price of just 97 bucks!

WHAT? YOU'RE NOT USING SPEAKING TO GENERATE LEADS? Everyone knows that speaking is the best lead generator of all. Speaking to a group is like having 50 prospect conversations at once. You're deathly afraid of speaking? C'mon, join Toastmasters or hire a coach. If you're not speaking at events, you're missing out on a ton of sales!

NO, HANG ON. SALES COME FROM NETWORKING. Networking is sales and sales is networking. Your network is your net worth. The Chamber! The ladies auxiliary! The library basement circuit. The business card exchanges. Join my networking group! That is where to meet people and get referrals and introductions. Shaking hands and kissing babies. Even a small child knows this. C'mon, it's networking time!

LIVESTREAMING IS WHERE IT'S AT! Flip on your camera and let's make some videos. Facebook Live, LinkedIn Live, YouTube Live. Salespeople now have a virtual TV studio in your pocket and [gasp!] you're not using it? Holy smokes, it's the only way to reach serious prospects. Video killed the radio star, so get those green screens fired up and go live, go live, go live!

ACTUALLY, I FORGOT. IT'S WEBINARS! THAT'S YOUR SALES ENGINE. Teaching sells. Grab your PowerPoint, and let's put some juicy testimonials and case studies in there. Oh, and don't forget you have to tease, plant seeds, give them the "what" but not the "how," build in urgency, scarcity, bonuses, and use all those tricks you learned from the webinar gurus. Master the webinar game, and the sales will pour in!

Confused yet?

I sure am!

Here's the truth:

There is no ONE way to sell.

There is only YOUR way.

And it has nothing to do with tools, tricks, or technology.

So please stop trying to do every tactic under the sun.

Stop the sales monkey work and focus on direct-to-prospect activity.

If you listen to all the crazy, conflicting advice hurled your way daily, you will be forever distracted, confused, and overwhelmed.

It's time to stop the crazy and start the money.

Most salespeople actively want to improve their skills and increase their sales, but they keep using the same old formulaic sales approaches over and over again with limited results.

This book will give you renewed hope and, more importantly, new sales principles, sales strategies, and sales tools for selling smarter.

Many sales books concentrate on prescriptive tactics and manipulative tricks. This approach suggests that in sales, “one size fits all.”

The truth is that **one size fits one**, and the key to unlocking your sales performance is experimentation and personalization in order to systematize your own brand of sales success.

You can’t learn what you need to be successful in sales from just parroting phrases or using gimmicks you read in a typical sales book.

There is no cookie cutter. You’re no cookie!

In this book, you’re getting a powerful combination of sales methodology, practices, and principles that can immediately be **adapted, flexed, and integrated** into your daily selling activities to produce tangible results.

You’ll be relieved and excited to learn you don’t have to use canned methods or stilted scripts.

You’re going to use your own personality, strengths, and preferences to zero in on EXACTLY what works for you.

This “real time, real world” approach is the key to sales success.

Why?

Because you’re not following MY system. Instead...

You will create your OWN system that uniquely fits YOU and your prospects.

You’re getting the A-to-Z toolbox of proven principles of exactly what works to connect with buyers today, from first contact all the way to signed contract.

BORING DOESN’T SELL

Boring ideas die.

Boring salespeople lose.

In short, you want to be the opposite of boring.

You want to stand out from the crowd.

Where can you zig where everyone else zags?

Where can you break the sales mold? Or create a new mold that you (and you alone) are perfectly designed to fit by tapping into buyer psychology so that you quickly gain deep insights into exactly what your prospects, want, need, and value?

PANDEMIC TERRORIST MELTDOWN WAR

Name any crisis, whether it’s 9/11, the financial meltdown of 2008, the pandemic of 2020, the Ukraine war of 2022.

At any of those times, there were salespeople who thrived and salespeople who got whacked hard.

Listen, you need to recession-proof your sales skills for the long term.

There WILL be more disruption, terrorism, or some other tragedy that will sideline average sellers for months, if not years.

It’s not a question of “if” but a question of “when.”

Applying the mindset, skillset, and toolset in *Do It! Selling* will ensure YOU are never sidelined again.

By applying the ideas in this book, you can sell successfully even in times of turbulence, transition, and turmoil.

WHAT YOU REALLY, REALLY WANT

You want to sell smarter to today's buyers who value empathy, relevance, and intimacy over sales pitches, sales hype, and sales nonsense.

You want to not only bolster your bank account, but you also want to become a better entrepreneur of your expertise.

Meaning you want to sell more, more easily, and more often.

Sales will feel better, smoother, more organic, and more conversational.

Your prospects will feel less pressure and become more open, more honest, and more communicative because of the human-to-human sales strategies you'll start to use.

If you're like most of the smart experts I work with daily:

- You feel that “old school” tactics (cold calling, ads, and spam) are useless and “there MUST be a better way”
- You're already working hard, but there's too much to do, never enough time, and sometimes you're not even sure where to begin when it comes to getting in front of the right prospects...
- You want to earn attention from prospects by positioning yourself as an authority with magnetic sales strategies that pull (not push) buyers to you...
- You want to sell more without chasing, begging, or scheming
- You want to make more money from prospects eager and willing to buy
- You want to waste less sales time, sales effort, and sales energy
- You want the sales process to be more effective, honest, open, and fun

- You want to focus on helping before pitching and serving before selling
- You want to land better clients, bigger deals, and higher fees
- You want to get out of your sales rut and find your sales groove
- You want to make selling a natural extension of who you are

If you are ready to kick your sales results into high gear, you're in the right place.

Strap in, hang on, and let's DO IT!



6 WHAT IS A SALES PROCESS?

Let's start to demystify this concept of a sales process.

A sales process is the series of consistent steps you take every prospect through from initial contact to signed contract.

Depending on what you're selling, a sales process might take anywhere from a single phone call or Zoom meeting to several weeks or months.

Ultimately, your job is to make your sales process and its corresponding phases as short as possible.

As a consultant, trainer, speaker, coach, or expert, your sales process will be relatively short.

You'll use 5, 6, or 7 steps because this is not a complex multi-billion dollar industrial sale. You're not building oil rigs in the Persian Gulf.

Your sales process becomes your playbook and your safety net to make sure that every sale rolls out the way that you want it to.

A sales process is simply a set of repeatable steps that you follow to convert prospects into clients.

Let's pretend these are stages in your CRM (Customer Relationship Management) software or columns in a simple spreadsheet:

Step 1. IDEA: The moment you identify a potential prospect for your services, you put that prospect in the Idea column.

Step 2. CONTACT MADE: When you do your first outreach, whether that's a phone call, email, LinkedIn connection, whatever it might be, you move that prospect to "Contact Made."

Step 3. CALL SCHEDULED: When you've booked an initial Zoom meeting or exploratory call, they move to column three.

STEP 4. CONVERSATION: Once you've had your initial conversation with them, they move to column four.

STEP 5. SECOND CONVERSATION: Once you have a follow-up conversation with them, they move to the Second Conversation column.

STEP 6. EMAIL FOLLOW-UP: Once you've emailed some additional details, they go to column six.

STEP 7. DECISION CALL: And once they're ready to make a yes or no decision, meaning you're closing the deal or booking the final meeting, it's a decision call and they move to column seven.

This is all driven by follow-ups in **their** calendar. You don't leave it open. You don't just say, "Sure, I'll call you next week."

Never leave one step of your sales process without a commitment from them for a next step, with a hard date and time written into THEIR calendar.

To download a companion resource on this topic and grab ALL your free *Do It! Selling* templates, tools, and training videos, go to: www.doitmarketing.com/selling



10 17 REASONS TO SELL TO THE TOP

What's the difference between a professional practice (or company or expert) that feeds on the bottom versus YOUR business, which should aim to **serve the top of your market?**

Here are 17 things to consider:

1. High fees are paid by clients and customers who are **doing well**, not those who are struggling.
2. Referrals come from those who are **proud of the fees** they pay you, not ashamed to be lowballing their way through business.
3. High-end clients tend to be **believers**; low-end clients tend to be skeptics.
4. Top clients are **easier to please** because they have a partner attitude, whereas low-end clients are almost impossible to please because they have a peddler attitude.
5. **Paying higher fees also means** your top-of-market clients pay you higher respect, pay your advice more attention, and invest more resources in their implementation of your ideas.
6. **There is always a way to raise your game**, boost your value prop, and charge higher fees; otherwise, we wouldn't have \$500,000 sports cars or \$35,000 watches.
7. **There's no profit** in a business model that challenges other poverty-mindset entrepreneurs in a race to the bottom.
8. **You can always design a "lower-level entry point"** to a high-end offering (example: the \$195 Tiffany bracelet); however, it is almost impossible to "level up" from commodity

status. In other words, Walmart would have a tough time attracting high-end jewelry buyers.

9. **Are you attracting referrals to goofballs** or people who don't see the value of what you offer? Like attracts like. It's very possible your current clients and customers simply don't travel in the right circles.
10. **If you've heard yourself say**, "My clients won't pay any more than they're already paying," or "I can't raise my prices, because I'll price myself out of the market," then you may need a.) better clients, b.) a new market, or c.) both!
11. **High-end clients expect great work**. It is energizing, engaging, and fun for you and your team to rise to that challenge.
12. **Low-end clients expect perfect work**, even though they have no idea what they want, change what they want based on whims, and are a moving target of conflicted priorities. It is demoralizing, exhausting, and depressing for you and your team to put up with these micromanaging, neurotic control freaks.
13. **High-end clients value relationships**, and once they're in with you, they'll come back for more. Why? Because if they switch, they would essentially be admitting to themselves that they overpaid or made a wrong decision, which is more expensive to their ego than to their pocketbook. Bottom line: high-end clients always look for reasons to stay.
14. **Low-end clients only care about transactions**. The next coupon or email or offer will lure them away for the next bargain. They're forever playing *Let's Make a Deal*, and the fact that they bought from you once REDUCES the

chance they'll buy from you again. Bottom line: low-end clients always look for reasons to leave.

- 15. High-end clients will approach you with new ideas**, ask for more innovative services, and help you develop new products and programs that they WANT to buy and that people at their same level would value. They serve as your personal idea-generating R&D department to help you grow your business.
- 16. Low-end clients will pressure you to give less**, offer “lite” versions, and generally dumb down and dilute your core offerings to match their small thinking and tiny budgets. Don't fall for it.
- 17. Companies that serve low-end clients are** dependent on massive numbers of small transactions from one-time buyers and price shoppers. **Companies that serve high-end clients** thrive on small numbers of much larger, deeper, richer, and longer-lasting relationships with clients, customers, and friends who stay longer, buy more, come back more often, and refer like crazy.

It's your call: serve the top or serve the bottom.

Just be careful what you wish for, and know what you're in for when you get it!





20

That's a Wrap!

76 7 THINGS SALES PROS MUST DO DAILY

Here are the top 7 things that professional services sellers like you must do every single day:

1. **Revisit your goals, milestones, and metrics** for the day, week, month, and quarter (financial, marketing, sales, operations).

Ramifications if not done daily: You lose sight of the big picture and get pulled off your game by distractions, trivia, and grunt work.

2. **Put new prospects on your radar** via strategic high-relevance outreach.

Ramifications if not done daily: Your sales pipeline starts to dry up, and you suffer from the feast-or-famine sales roller coaster.

3. **Thank your team** whether in-house, outsourced, full-time, or virtual.

Ramifications if not done daily: Your team loses their motivation, momentum, and mojo. Once that's gone, they're halfway out the door.

4. **Offer value** in terms of content, your blog, a video, a resource, a referral, a favor, a gift.

Ramifications if not done daily: You become just more marketing noise, and clients and prospects tune you out and see you as a peddler, not a partner.

5. **Invite engagement** online, offline, in person, by phone or Zoom; ask and answer questions, solicit feedback, invite comments, send a survey.

Ramifications if not done daily: Your business becomes isolated as you talk AT your prospects and clients rather than talk WITH them.

6. **Recharge your batteries** because just like the airlines say, you need to “secure your own mask before assisting others.”

Ramifications if not done daily: Entrepreneurial burnout, stress, drinking, drugs, and divorce. Don't laugh. You could be next.

7. **Be gracious and grateful** by taking a moment to appreciate what you have, what you've built, and who you get to serve each day.

Ramifications if not done daily: Instead of becoming more and more fulfilling, your business success becomes a trap, an exhausting race, and a never-ending contest that is impossible to win. Stop, smell the coffee, and count your blessings.



N

What's Next?

CONCLUSION

Readers must take action too!

What will you DO with all these sales ideas, frameworks, and tools?

Your first step in moving from **information** (this book) to **implementation** (your results) is to grab all the free training, templates, resources, and companion tools waiting for you at www.doitmarketing.com/selling

In addition to the 77 sales tools, strategies, frameworks, and principles you just read, consider this a **bonus list** of 101 sales tips, each delivered as a 3-word reminder of the ideas in this book.

1. Be more courageous.
2. Stop prospecting blind.
3. Tune your radar.
4. Listen more deeply.
5. Action creates traction.
6. Try new things.
7. Hang in there.
8. Get better daily.
9. Begin with enthusiasm.
10. Finish with flair.
11. Celebrate small wins.
12. Eliminate wasted steps.
13. Aim higher sooner.
14. Never stop learning.
15. Give, give, give.
16. Plant seeds relentlessly.
17. Stop wasting time.
18. Hound dogs bark.
19. Alpha dogs buy.
20. Value + Time = Trust.
21. Do your homework.
22. Bring home bacon.
23. Seek higher ground.
24. Stop the crazy.
25. Start the money.
26. Give awesome gifts.
27. Keep it real.
28. Start fresh today.
29. Be the hero.
30. Write that letter.
31. Prove your case.
32. Trust the process.
33. Seize the day.
34. Solve prospect problems.
35. Make others shine.
36. Ask better questions.
37. Think WAY bigger.
38. Focus your energies.
39. Now beats later.
40. Let's play nice.
41. Zig, don't zag.
42. Never sell alone.
43. Stay the course.
44. Don't get distracted.
45. Always ask, "Why?"
46. Amp it up!
47. "How" doesn't matter.
48. Invite and engage.
49. You're already there.
50. Enjoy the ride.
51. Fascinate to dominate.
52. Write it down.
53. Keep on truckin'!
54. Love your clients.
55. Ask for help.
56. Never give up.
57. Make prospects friends.
58. Sharpen your edge.
59. Bang it out.
60. Serve to sell.
61. Speak your mind.
62. Expand your circles.
63. Use their numbers.
64. Consider crazy ideas.
65. Not so fast.
66. Go for no.
67. Blow 'em away.
68. Make miracles happen.
69. Stretch your possibilities.
70. Kill your ego.
71. It's about them.
72. Speak their language.
73. Earn their respect.
74. Don't shy away.
75. Give more generously.
76. Don't be scared.
77. Review your plan.
78. Freshen it up.
79. Ask dumb questions.